



# GRAPHIC DESIGN

Bachelor of Fine Arts

School of Media and Design

## Program Overview

The Graphic Design program at the University of the Incarnate Word is designed to provide students with the design and technical training in preparation of a career in the field of graphic design, interactive design, or various other fields related to design and visual communication. The department uses state-of-the-art facilities to make sure that the appropriate hardware and software training is taking place. However, the true focus is upon design and design principles--the skills that truly allow students to gain and keep employment as the industry continues to evolve and change.

## The Portfolio Review

The goal of the Graphic Design program is to prepare students for a demanding and competitive profession. Dedication to this goal means that the program must be selective in quantity in order to offer students the best quality experience.

A student's success in the concentration depends on a solid foundation in visual design, communication concepts, problem solving ability, and software skills. Since the experiences and backgrounds of entering students vary widely, some students need additional time at the foundation level before they are ready for their concentration courses. Because the Graphic Design program requires a specific set of skills, all students must submit a portfolio for review. Passing this review is required for admittance to the Graphic Design major and before concentration classes may be attempted.

More information can be found at the following link: <http://uiw.gd/review>

## Career Opportunities

After completing a degree in Graphic Design, a career can follow many different paths. The field is wide enough to include opportunities in Print Design (i.e. corporate branding, art director, creative director, information designer, advertising production, and packaging), and Interactive Design (i.e. front-end developer, user interface designer, webmaster, motion designer, and usability designer). Employment opportunities within the field of Graphic Design can be found in San Antonio, throughout Texas, and all across the country.

Students that have passed the Portfolio Review and are accepted into the Graphic Design program will be required to purchase (or show proof of ownership of) a qualified laptop and the required software. This program allows our students to take responsibility of their own work habits and conditions, allowing them the flexibility to work in class, on campus, and at home.

Current specifications can be found at the following link: <http://uiw.gd/laptop>

## Contact

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## Website

[www.uiw.gd](http://www.uiw.gd)

## Special Programs *Graphic Design Student Laptop Program*

**Bachelor of Fine Arts in Graphic Design**  
**SCHOOL OF MEDIA AND DESIGN**  
**2015-2017**

<b>Freshman Year: Fall</b>		Hrs.
GDSN 1100 Orientation to Graphic Design	1	
GDSN 1301 Graphic Design Software	3	
GDSN 1380 Foundations of Design	3	
ARTS 1301 Drawing I	3	
PHIL 1301 Intro to Philosophy	3	
ENGL 1301 Composition I	3	
<b>Total hours</b>	<b>16</b>	
<b>Sophomore Year: Fall</b>		
GDSN 2305 Visual Language	3	
GDSN 2390 Typography II	3	
ELEC 3 hr Art/Design Elective from list	3	
ARTH 2361 Art History: Ancient – Medieval	3	
ENGL 2310 World Literature	3	
<b>Total hours</b>	<b>15</b>	
<b>Junior Year: Fall</b>		
GDSN 3300 IA II: User Interface Design	3	
GDSN 3310 GD II: Visual Systems	3	
GDSN 4330 History of Communication Design	3	
LANG 3 hr Language I from list	3	
SOSC 3 hr Social Science from list	3	
<b>Total hours</b>	<b>15</b>	
<b>Senior Year: Fall</b>		
GDSN 4301 Advanced Projects Practicum	3	
GDSN 4399 Special Topics	3	
ELEC 3 hr <i>Advanced</i> Art/Design Elective from list	3	
ARTH 3360 Survey of Contemporary Art	3	
HIST 3 hr History from list	3	
<b>Total hours</b>	<b>15</b>	

<b>Freshman Year: Spring</b>		Hrs.
GDSN 1210 Drawing for Designers (8–weeks)	2	
GDSN 1215 Digital Imaging (8–weeks)	2	
GDSN 1390 Typography I	3	
ENGL 1312 Composition II	3	
MATH 3 hr Math from list	3	
PEHP	1	
DHWP 1200 Dimensions of Health/Wellness	2	
<b>Total hours</b>	<b>16</b>	
<b>Sophomore Year: Spring</b>		
GDSN 2300 IA I: Basic Design & Languages	3	
GDSN 2310 GD I: Intro to Visual Comm	3	
ELEC 3 hr Art/Design Elective from list	3	
ARTH 2362 Art History: Renaissance–Modern	3	
SCIE 4 hr Science w/ Lab from list	4	
<b>Total hours</b>	<b>16</b>	
<b>Junior Year: Spring</b>		
GDSN 4300 IA III: Dynamic Web Systems	3	
GDSN 4310 GD III: Information Design	3	
GDSN 4325 Business of Design	3	
LANG 3 hr Language II from list	3	
RELS 3 hr Religion from list	3	
<b>Total hours</b>	<b>15</b>	
<b>Senior Year: Spring</b>		
GDSN 4240 AP: Graphic Design (8–weeks)	2	
GDSN 4250 AP: Interactive Design (8–weeks)	2	
GDSN 4303 Senior Portfolio	3	
GDSN 4220 Senior BFA Seminar	2	
PHIL 3375 Aesthetic: Art & Beauty	3	
<b>Total hours</b>	<b>12</b>	

**Core Curriculum - Total Hours 43**  
**Major - Total Hours 80**  
**Degree - Total Hours 120**